



IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Inventor: Diane R. Hammerstad Confirmation No.: 4199
Serial No: 09/768,990 Examiner: John L. Young
5 Filing Date: Jan 23, 2001 Group Art Unit: 3622

Title: Delivery Of Time Significant Advertising

10 Mail Stop Amendment
Commissioner for Patents
P.O. Box 1450
Alexandria, VA 22313-1450

AMENDMENT UNDER 37 CFR § 1.111

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Dear Sir:

In response to the Office Action mailed 09/23/04, please consider the captioned
Application for patent as follows:

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In the Claims:

No amendment to the claims is made.

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REMARKS

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Examiner has rejected claims 1-16 under 35 U.S.C. § 103 (a) as being
unpatentable over USP 5,937,392 to Alberts ("Alberts"). Alberts discloses a system and
method for banner advertising on a large network such as the Internet, with control of
the number and frequency of "hits" - thereby providing advantages to the advertiser.
Examiner believes the disclosure of Alberts implicitly shows all of the elements and
limitations of claim 1.